

B3  
Continue

--46. The system of Claim 28, wherein said network comprises a global communication network.--

--47. The system of Claim 45, wherein said communication device comprises a telephone dialer operable to establish said connection by dialing a response telephone number extracted from said data set.--

--48. The system of Claim 45, wherein said communication device comprises a bidirectional communication interface operable to establish said connection according to a predetermined protocol.--

--49. The system of Claim 44, wherein said remote location comprises:  
a service center computer for receiving and validating said response data set and forwarding said connection between said extracting system and a vendor location coupled to said network.--

---

**IN THE ABSTRACT OF THE DISCLOSURE**

Please delete the entire Abstract of the Disclosure in the present application, and insert therefor:

B4

--Method for retrieving product information over a communication network. A method for retrieving product information including at least product/service identification or description and related to a commercial event and associated with a remote location on a communications network. A receiver is operable to receive at a user location a broadcast including a data set associated with the product information. The data set is extract from a non-video portion of the broadcast in an extracting system.

B4  
Continues

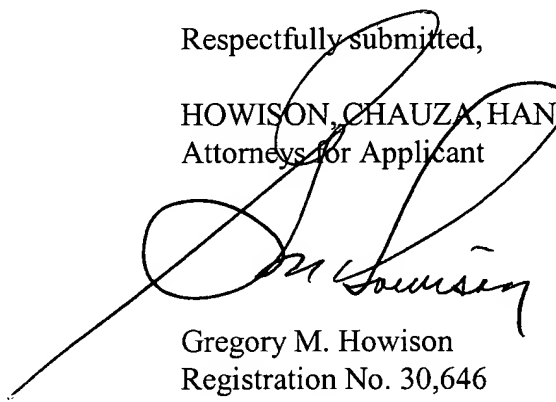
A connection device is provided to connect the user location to the remote location on the network in response to extracting the data set to enable retrieval of the product information from the remote location

---

Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-25,394 of HOWISON, CHAUZA, HANDLEY & ARNOTT, L.L.P.

Respectfully submitted,

HOWISON, CHAUZA, HANDLEY & ARNOTT, L.L.P.  
Attorneys for Applicant



Gregory M. Howison  
Registration No. 30,646

GMH/aw  
P.O. Box 741715  
Dallas, Texas 75374-1715  
972/479-0462  
July 25, 2000